



The new traffic towers on Fifth avenue, New York, are things of beauty. They were designed by Joseph H. Freedlander and approved by the Municipal Art Commission. The towers are 23 feet high and of bronze.

LILY OF FRANCE CORSET



Corset designing is an art. Like all other arts, its aim is to express beauty—not the beauty of fine French brocades and lovely laces, nor of shimmering silks or satins (for these are but materials to work with) but the appealing beauty of exquisite lines.

The new Lily of France Corsets, made of elastic and brocades, and without any lacings, are the superlative expression of the corset designer's art.

\$5 to \$35

"The Lily of France is the beautiful corset worn by beautiful women, to make them more beautiful."

Stern Brothers
West 42nd Street (Between 5th and 6th Avenues) West 43rd Street



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DEAR LILY—DEAR LAMOUR—FROM THE
WHITENOW WITH BROOKSIDE—ROSE HANNAH CREEP
CHERRY LILY'S SATIN—FLORETTA—CHERRY LILY'S SATIN
SHEWYWAY—DIWEE—TENDOUR
KHAKI COOL—THE LILY—MOLLY COOL

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Branches in all the great cities of the world, and in all the great department and ladies' shops.

H. R. MALLINSON & COMPANY, Inc.
NEW YORK



Spring exposes the need for China!

THE bright days of spring and the summer days to follow in their steps put to shame many a tea set.

The thought of the country brings the thought of cottage china, and week-end guests imply the need for breakfast sets. For every china

need that the new season brings, there is apt answer at Ovington's.

Dinner services, yachting china, tea sets, breakfast trays, salad sets and many others are here in great numbers and at prices that are outstandingly reasonable.



616. On this white serving tray are 19 pieces of breakfast china, and around each piece is a band of pale blue or pale pink. This set, with tray, costs \$12.00.



415. White hawthorn blossoms and gold handles are very effective on the black glazed background of this attractive tea set. 22 pieces, including tea plates, cost \$22.50. Other sets may be had from \$7.50.



564. This cheerful set of English earthenware is an excellent service for cottage use. About the rim is a blue band, with flowers interrupting. The bright center pattern is in natural colors. The service of 103 pieces costs \$65.00.

OVINGTON'S

"The Gift Shop of Fifth Avenue"

Fifth Avenue at 39th Street

New Model 1922

Nemo

CORSETS & SERVICE

STANDARD

Newest Creations

4 STYLING MODELS

TRADE MARK

No 562 WONDERLIFT \$7.25	No 1050 KOP SERVICE \$10.00	No 515 JUSPUL \$7.00	No 575 JUSPUL \$5.00
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